

Message Text

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PAGE 01 ATHENS 07347 241521Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
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R 241213Z AUG 78
FM AMEMBASSY ATHENS
TO USDOC WASHDC
INFO AMCONSUL MILAN
SECSTATE WASHDC 7375
AMCONSUL THESSALONIKI

UNCLAS ATHENS 7347

E.O. 11652: N/A
TAGS: BEXP, GR
SUBJECT: THESSALONIKI FAIR, SEPTEMBER 1979: THEME SELECTION

REF: USDOC 14287

1. EMBASSY IS HIGHLY PLEASED WITH DECISION TO MOUNT A TYPE I
EXHIBIT AT THESSALONIKI IN SEPTEMBER 1979. POST STANDS READY TO
ASSIST IN AMERY WAY POSSIBLE TO INSURE THE SUCCESS OF THIS EVENT.

2. IN SPITE OF NEGATIVE PRELIMINARY POLL ON RECREATION AND
LEISURE PRODUCTS THEME, WE URGE THAT USDOC CONTINUE POLLING
ON THIS THEME. SIZE OF CONSUMER MARKET IN GREECE FOR THESE
PRODUCTS IS GROWING VERY RAPIDLY. WHILE SMALL IN RELATION TO
THE U.S. MARKET WE ARE CONVINCED THAT THE GREEK MARKET
FOR CONSUMER LEISURE PRODUCTS IS A VIABLE AND PROFITABLE ONE.
RISING INCOMES IN GREECE IN RECENT YEARS ARE PERMITTING GREEKS
FOR THE FIRST TIME TO BUY SUCH LEISURE ITEMS AS RECREATIONAL
VEHICLES, BOATS, MOTORS, CAMPING EQUIPMENT, SPORTING GOODS,
GARDEN FURNITURE AND SUPPLIES, OUTDOOR COOKING EQUIPMENT, SPORTS
CLOTHING, HUNTING AND FISHING EQUIPMENT, HOBBY AND CRAFT PRODUCTS,
PHOTOGRAPHIC EQUIPMENT, ELECTRONIC GAMES, TOYS, CB RADIOS, STEREO
AND HI FI EQUIPMENT, MUSICAL INSTRUMENTS, ETC. THE LIST COULD
GO ON (HOW ABOUT GOURMET KITCHEN AND COOKING EQUIPMENT?)
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2. TAKEN IN ITS BROADEST SENSE, "LEISURE TIME" WOULD BE A HIGH
INTEREST THEME WHICH COULD GENERATE NEW DEMANDS FOR US
CONSUMER PRODUCTS IN THE GREEK MARKET. GROWING CONSUMERISM,
PARTICULARLY IN THE LEISURE SECTOR, HAS BEEN ONE OF THE MOST
IMPORTANT AND VISIBLE FEATURES OF THE GREEK ECONOMY IN RECENT
YEARS. ADDITIONALLY, THE EXTREMELY IMPORTANT GREEK TOURISM

INDUSTRY WOULD BE A POTENTIAL MAJOR END USER OF SELECTED
US LEISURE PRODUCTS.

3. EMBASSY ATHENS, WITH CONGEN THESSALONIKI SUPPORT WILL BE
ABLE TO RECRUIT ABOUT TEN TO FIFTEEN PARTICIPANTS LOCALLY.
WE REMAIN CONFIDENT THAT LEISURE TIME IS A VIABLE AND TIMELY
THEME FOR THIS MARKET AND HOPE THAT USDOC WILL BE ABLE TO
SUCCESSFULLY RECRUIT IT.
MCCLOSKEY

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